# Project Move It OKRs

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|  | **O1** |  | ****Actively and meaningfully engage the public to generate buy-in and project support**** |  |
|  | KR1 |  | Conduct five public outreach events across different neighborhoods before the end of Q3. |  |
|  | KR2 |  | Achieve 80% positive feedback from community members on the proposed bus line locations by the end of Q4. |  |
|  | KR3 |  | Increase social media engagement related to public transportation updates by 30% by the end of year two. |  |

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|  | **O2** |  | ****Make it easy to get around the greater Wonder City area via public transportation.**** |  |
|  | KR1 |  | Launch five new bus lines within two years, connecting 50% of the most densely populated areas to downtown and public resource facilities. |  |
|  | KR2 |  | Reduce average wait times by 15% by the end of year two compared to the current baseline. |  |
|  | KR3 |  | Increase public transportation ridership by 20% in the first six months after the launch of the new bus lines. |  |

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|  | **O3** |  | ****Promote public transportation as a convenient alternative to driving.**** |  |
|  | KR1 |  | Launch a marketing campaign by Q1 of year two, targeting a 15% increase in public transportation usage during peak traffic hours. |  |
|  | KR2 |  | Distribute 10,000 informational brochures and digital ads by the end of Q2 to highlight the benefits of the new bus lines. |  |
|  | KR3 |  | Measure a 10% decrease in personal vehicle traffic in downtown areas within six months of the bus line launch. |  |

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|  | **O4** |  | ****Provide a reliable and consistent public transportation service.**** |  |
|  | KR1 |  | Maintain on-time bus arrivals for 95% of trips within the first year of operation. |  |
|  | KR2 |  | Increase customer satisfaction scores to 90% by the end of year two. |  |
|  | KR3 |  | Resolve 85% of service complaints within 48 hours of receiving them by the end of Q4. |  |